

Chef's Corner

April 2004 – Issue 22

Navy Personnel Command
Pers655

National Brand Update

NPGS Monterey began a Starbucks Foodservice operation in January 2004. The coffee kiosk has been providing Starbucks espresso-based drinks and drip coffees as well as Tazo teas and a small selection of pastries and sandwiches. This location has been averaging between \$600-700 per day. It is conveniently located in the “quad” area so students have easy access to a familiar product. The Starbucks Foodservice application has several components or “Zones” to choose from for whatever your situation. If you are interested in pursuing a Starbucks Foodservice “We Proudly Pour” or “We Proudly Brew” program for your base, please email Marlin.Ruhl@persnet.navy.mil or call 901-874-6646. Equipment, training, a marketing CD, drink recipes, merchandisers and on going from Starbucks are all what you may expect from this program.

Headline Foodservice News Bites

- ◆ Mexico, E.U. and South Korea have banned all U.S. poultry including live chickens, turkeys and eggs following the discovery of avian H5N2 bird flu in Texas. Russia has announced an embargo on all chicken products from Texas. An estimated 25% of U.S. chicken export business has been lost due to the avian influenza.
- ◆ BSE Info. Update – USDA has concluded it's investigation and have tested all 255 “animals of interest” and were found negative. The National Cattlemen's Beef Association (NCBA) is pursuing the development of a national animal ID system, which will help in the disease surveillance and traceback efforts in the future.

Any non-federal entity product or service mentioned in this publication is for informational purposes only. Neither the Navy nor any other part of the federal government officially endorses any company, sponsor, or their product or services mentioned in this newsletter.

Behind the Bar

New Bacardi Product Available

Bacardi Silver has just released a new product in their line – Bacardi Silver Limón™. It is a lemon & citrus flavored premium malt beverage, which they hope to garner increase sales. Research confirms lemon and citrus flavors are in demand by the customer, and that lemon accounted for 33% of flavored spirit sales.



Miller Brewing Ceasing Production of 3 Flavored Malt Beverages

Miller Brewing will stop making three of four flavored malt beverages due to lack of sales. Production will stop immediately on Stolichnaya Citrona and Sauza Diablo based on sales trends, this agreement was reached with Allied Domecq PLC who had partnered with Miller for these products. Partner Brown-Forman Corp. will assume the production of the Jack Daniel's Original Hard Cola as of April 1, 2004. Miller will continue to produce Skyy Blue with their partner Davide Campari-Milano SPA. In March, a roll out a new low-carbohydrate product called Skyy Sport debut. This item is an extension of the Skyy Blue product.



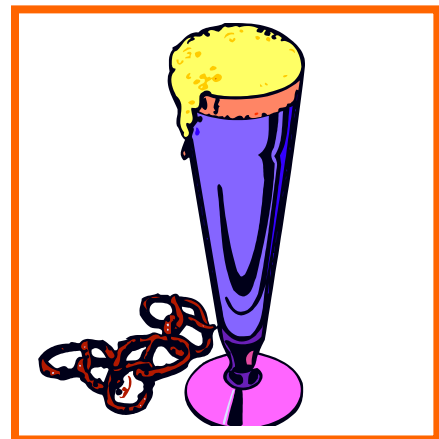
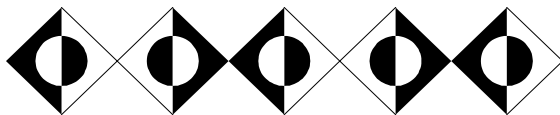
Anheuser-Busch Unveils New Alcohol Awareness Campaign

One of the most-watched television events of the year will be the stage for the introduction of a new spot from Anheuser-Busch in the fight against underage drinking, part of the company's latest alcohol awareness campaign, "Responsibility Matters." The brewer unveiled the new ad during the telecast of the 76th

Annual Academy Awards ceremony Feb. 29, 2004. This is the second spot in the new "Responsibility Matters" campaign. The first ad featured country singer Tim McGraw and the L.A. Lakers' Rick Fox envying the special attention a designated driver receives. The TV spot aired during the 2004 Super Bowl broadcast.

Coors to Launch Low-Carb Light Lager

Currently, Coors has introduced Aspen Edge (super-premium, low-carb light lager) in eleven states in the Mid-Atlantic and New England region. The rest of the nationwide rollout is planned to be completed by the end of summer 2004. Consumer focus groups gave the brew high marks for aroma, taste and full flavor. Aspen Edge will be available in 6-pack and 12-pack bottles.



Low-Carb Craze

If you haven't heard about the low-carb menu/diet craze, then you've been living on another planet. It's been on the evening news, in the newspapers, the bookstores under an assortment of titles and now your grocery store shelves/freezers and your restaurant competitor's menu. You may have even noticed that some of your customers are asking for burgers or sandwiches without the bread/bun or asking for more wrap-style sandwiches.

Many of the network television news programs have featured segments on this very subject. One program even had products tested at independent laboratories to verify if they actually met their advertised claims. Some of tested products were from grocery store freezer cases, store shelves and from quick service restaurant chains. More often the advertised carb numbers were incorrect in either being over and under their stated values. Even the same low-carb sandwich made at a national chain sandwich shop was either over or right on the money. You can probably assume the difference was due to the employee factor with following the specific recipe and the food specifications all being the same.

Restaurants like TGI Friday's, Applebee's, Subway, Blimpie and others have either partnered with Atkins® or have worked with dietitians/nutritionists to create special low-carb menu items for their menus.

You're wondering what can I do to offer some low-carb items to my customers as well. Some options are serving your burger/cheeseburger with leaf lettuce, tomato (optional), red onion and pepper strips or sandwich fillings rolled up in leaf lettuce minus the bread and high calorie condiments or small salads with julienne meats, grilled chicken or grilled shrimp. Many folks will order wrap sandwiches without the extra sauce/dressing condiments opting for the flour tortilla that has less carbs than regular bread.

Crunch is important for folks who are on a low-carb weight loss program. They have given up the fat and carb loaded items like fries and potato chips. Putting some crunch in (really on) the sandwich can help satisfy the crunch factor. Items like julienne fresh peppers (red, green and yellow) and shredded carrots, sliced cucumbers and julienne jicama provide that extra crunch. Putting a crisp

dill pickle on the side, vegetable sticks or radish roses can add some extra side crunch and flavor to the menu item as well.

If you're looking for some recipes to meet your markets demand for low-carb items check out your local library or surf the Internet. Web sites like www.atkins.com; www.lowcarbuxury.com/lowcarb-recipes.html and www.carb-lite.au.com offer free recipes that you can use.

There are even some companies that have some pre-made low-carb vending style sandwiches on the market. We are currently evaluating these sandwiches as possible options for snack bars that have very limited equipment. We will let you know the results from our testing.

If you're currently offering low-carb menu items, please let us know about your program and how things are going with it. We'd like to share your success story with others that would be interested in how others have tapped into the low-carb market craze.

Catering Menu Ideas

Spring and summer are busy catering times especially with wedding showers, weddings, anniversaries and outdoor events being held. Many of these types of events want punch, fresh fruit with dips and other unique items for their function. Here are a few new menu ideas for you to consider. (I do have copies of these recipes to share with you if you're interested.)

Punches – **Banana Pineapple Slush** or a cool refreshing **Mocha Punch** with floating vanilla ice cream.

Regular Dips – **Slam-Dunk Crab Dip** has a twist with curry powder as an ingredient.

Fruit Dips – **Creamy Taffy Apple Dip** teamed up with crisp apples and pears or easy to make **Fudgy Fruit Dip** which is wonderful to pair with fresh red ripe strawberries. Heaven!

Salsa – **Tangy Texas Salsa** can do double duty with chips and entrees of meat, fish or poultry.

Buffet Salads – Give cole slaw a twist by offering **Pineapple Mallow Slaw**. This recipe is a unique combination of slaw mix, pineapple tidbits, mini marshmallows and dried cranberries. Add some kick to your Mexican buffet with **Southwestern Bean Salad**, a tangy bean salad with a spicy salsa dressing.

Chilled Fruit Soup – Now is a terrific time to offer chilled **Summer Fruit Soup** instead of a traditional hot soup.

Entrée Salad – Women's groups might like to try this **Dijon Chicken Salad** which is garnished with sliced almonds. Warm croissants with whipped butter would compliment this lovely salad.



Salad Dressing – Looking for another dressing that will compliment the assortment of seasonal summer fruits available? This **Honey Fruit Dressing** recipe may be your answer.

Mexican Buffet Casserole – Try this easy recipe for **Quesadilla Casserole** to add a little variety to your Mexican menu item selection. This recipe would be a nice alternative on a lunch buffet as well.

Breakfast Buffet Boats – This item works well for both catering and for special brunch events like Easter and

Mother's Day. You fill skin on potato boats with scrambled eggs, bacon, white & green onion then finish it off with cheddar cheese sauce or even hollandaise.

Muffins – Jump-start someone's day with hot java and warm **Cappuccino Muffins** served with an **Espresso Spread**.

Orange Marmalade – **What to do with the rest of the open can?** Make glazed carrots in a jiffy! Mix some of the orange marmalade in with your hot carrots. Allow 2 Tbsp. of marmalade per pound of carrots to coat the carrots and provide enough sweet orange flavor.



Spot Light on...

We've been highlighting some different MWR programs around the system like Key West Cottages & Cabins Program and NDW's Newly Renovated Catering Facility. This time we would like to turn the Spot Light on - NAS Pensacola...

Cubi Bar Café Provides Interactive Exhibit at NAS Pensacola's National Museum of Naval Aviation

By: Judith Bagshaw, Regional Director Marketing, Events, Sponsorship
NAS Pensacola

The Cubi Bar Café is unique among the exhibits in the National Museum of Naval Aviation at NAS Pensacola, Florida. The biggest difference between the Cubi exhibit and the hundreds of others located at the Museum is that this is a co-venture between the Museum and Morale, Welfare and Recreation (MWR). Hundreds of visitors patronize this exhibit each day to look at the memorabilia and enjoy a gourmet luncheon in the historic surroundings.



The exhibit was created from the original appointments and decorations of the popular bar at the Officer's Club at the Cubi Point Naval Air Station in the Philippines. Everything in it is authentic or an exact reproduction of the original.

When the Cubi Point NAS closed in 1991, everything of historic value that was salvageable from the bar was carefully removed, packaged and sent to the National Museum of Naval Aviation in Pensacola. In 1994, with these historic articles in



hand, the Museum with the assistance of MWR made it their joint mission to recreate the bar to the exact size, shape and layout of the original, with all of the plaques and appointments positioned exactly as they were when the bar closed. The plaques and figures, which are carved out of solid Philippine mahogany, were gifts to the O'Club from hundreds of organizations that passed through Cubi during a period of approximately 40 years. The bar itself, the

shuffleboard and the tables, as well as all the plaques and figures are original. Furnishings that could not be recovered from Cubi were duplicated to original specifications. Most of the over 1100 figures and plaques represent the last 15 years of Cubi's existence as the old decorations were displaced by the new over the years.

The Cubi Bar Café is open seven days a week for lunch or catered events in the evening under the expert management of MWR and offers a mouth-watering

selection of signature soups, gourmet salads and sandwiches. A wide assortment of breads and desserts are baked fresh on the premises daily.



Today, the Cubi Bar Café Exhibit preserves a distinctive and irreplaceable era in history to the nearly one million visitors from the four corners of the globe who visit the Museum annually and is dedicated to the thousands of navy men and women who called Cubi their home away from home while on deployment in the Western Pacific.

MWR at Pensacola Rolls-Out the Red Catering Carpet for Former President

By: Judith Bagshaw, Regional Director Marketing, Events, Sponsorship NAS Pensacola

"The Honorable George H. W. Bush, the 41st President of the United States visited NAS Pensacola in early January for a dinner honoring him at the National Museum of Naval Aviation.



At the dinner for approximately 300 invited guests, a model of the USS George H. W. Bush (CVN-77), was unveiled and will be part of the museum's aircraft carrier exhibits. This ship is the first transition to a new class of carriers ([CVNX](#)) that will begin construction in [2007](#) and will incorporate new technologies including a new multi-function radar system, volume search radar and open architecture information network, and a significantly reduced crew requirement.

Under the expert supervision of Mr. Joel Naulier, Morale, Welfare & Recreation Food & Beverage Director, Mustin On the Bay, the MWR award-winning five-star consolidated catering department prepared and served a four-course meal for President George W. Bush, Florida Governor Jeb Bush, Captain John Pruitt, Commanding Officer, NAS Pensacola, hundreds of VIP invited guests and the Secret Service detail. The tables and chairs were exquisitely draped with white linen, complimented with blue and gold napkins and a beautiful arrangement of fresh flowers in the center of each table. The eloquent setting for this exquisite dinner was staged under a dramatic formation of the Navy's Blue Angel Flight Demonstration Team planes hanging high from rafters in the Atrium.



Undertaking of an event of this magnitude would be inconceivable by many but was performed with ease and without incident by the management and staff of Mustin Beach Officers' Club and Mustin Catering on the Bay. After numerous hours of menu and logistic planning that included Joel Naulier, Monika Jensen, manager of Mustin Beach Officers' Club, Wendy Doggett, catering assistant, and coordination with Museum staff Captain Earle Rogers and MCPON Billy Sanders, the group moved into phase two of their planning. After two days of food preparation, and a complete security clearance by the US Secret Service on everyone involved, including Museum personnel and a wait staff of 26 employees, we were ready to undertake one of the most high profile and prestigious catering events of our careers.

Prior to dinner, guests were treated to entertainment by the world famous Pensacola Children's Chorus. Admiral Smith introduced former President George W. Bush who provided guests with some interesting comments and data surrounding his famous career. An unveiling of a model of the USS George H. W. Bush was certainly one of the highlights of the evening.



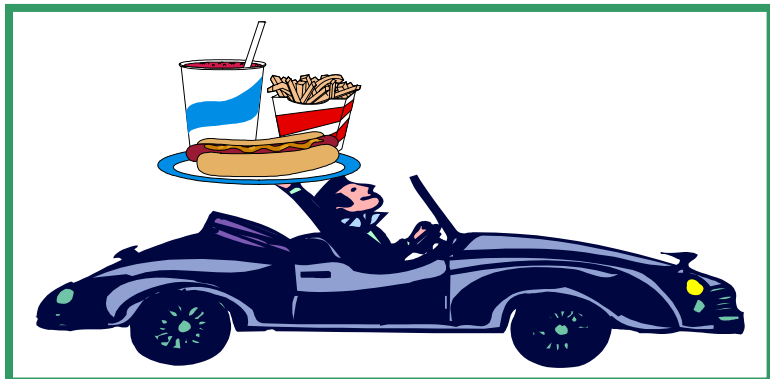
The gourmet menu consisted of Chilled Gulf Shrimp Remoulade, European Mix Greens w/Chilled Asparagus Vinaigrette, Broiled Filet Mignon w/Bordelaise Sauce Champion, bundled green beans, Duchess potatoes, fresh baked focaccia rolls, coffee or tea Tiramisu and Kendall Jackson Chardonnay and Merlot.

Prior to departing for his next engagement, Mr. Bush took time from his very busy schedule to visit with management and staff and complimented them on the tenderness and flavor of the filet that was served in a professional and timely manner.

A special **thank you** to Judith Bagshaw for sharing these two stories from NAS Pensacola with us, as well as Billy Enfinger and Wendy Doggett for their photos of the museum & event. If you have an operation/program or a story of a special event at your base and would like to share it with us for our "Spot Light on..." segment, contact Carol at 901-874-6647 or via email at Carol.Day@persnet.navy.mil.

Trivia Question

Q: What is the average number of meals eaten by Americans in their car each year?



Bits n' Pieces

Sports Drink Popular with Teens

Teenagers (13-19 yr.) say they consume sports drinks at some point during the week. (Products such as Gatorade®, PowerAde®, etc.)

Boys – 43% and Girls – 20%.

Source: USA Today / Buzzback Market Research



Baseball & Hot Dogs a Great Combination!

When you think baseball, hot dogs automatically come to mind as well. It's estimated that this year 26 million hot dogs will be consumed at ballparks across the country. When you lay the estimated number of hot dogs end to end, they would stretch 2,462 miles. In other words, they would go from Yankee Stadium to Los Angeles Dodger Stadium.

Source: National Hot Dog & Sausage Council

Seasonal Placemats

If your operation uses placemats, spring and summer themed designs are available now from your local distributor. Hoffmaster is just one manufacturer which offers color coordinated napkins and placemats in combo packages that make ordering simple. Hoffmaster is even offering a \$3.00 per case rebate on Combo Packs ordered from January 1, 2004 to December 31, 2004 (10 case limit per establishment). Contact Hoffmaster (www.hoffmaster.com – 1-800-327-9774) to obtain a brochure that contains the rebate coupon and to see the colorful selection of placemats. Whatever placemat selection you choose it can add some fun and color to your dining area.

New Product Line on the Market

Stouffer's® is introducing a new product line called "Menu Makers". They're an 8-ounce IQF fully-seasoned portion that you just heat and mix with pasta, rice, tortillas or fill sandwich buns to create quick quality menu items without all the fuss.

Flexible reheating methods (microwave, skillet, oven, steamer or wok) allow for a variety of uses in many styles of kitchens and menu applications. Menu Makers offers eight flavor profiles: Thai Beef, Steak Fajitas, Chicken & Cheese Quesadilla, Buffalo Chicken, Creamy Chicken Caesar, Sesame Chicken, Chicken Fajitas and Roasted Vegetables. For more information about the Menu Makers, contact Nestle FoodServices at 1-800-288-8682.



"Get Wise" Sanitation Posters from Tyson

Sanitation posters covering handwashing and proper food storage are available from www.tysonfoodsinc.com (via foodservice/promotions) with ordering instructions.

Looking for recipes is only a mouse click away with a connection to the Internet.

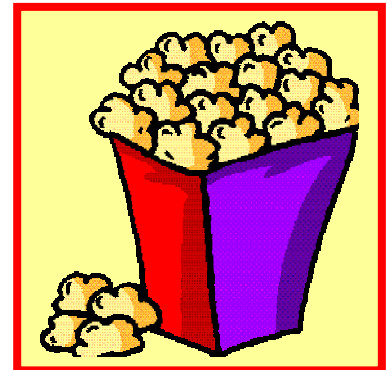
There are so many web sites that offer free recipes, that it is hard to keep track of them all. Some sites belong to manufacturers while others are councils, processors, growers, and special interest groups. You can find just about any recipe out there. It's up to you to decide if your customer would be interested in giving it a try.

Free Recipes

- ➔ www.madetoorder.com – A Tyson web site, free registration, and offers a web site recipe box for you to save your recipes. Recipes like Heartland Chicken Pita,
- ➔ www.mccormick.com – Recipes featuring McCormick spices and extracts, free registration, also offers a web site recipe box to save the recipes in.
- ➔ www.nestlefoodservices.com – Register (free) for “the One to Go to” web site for menu trend articles and recipes.
- ➔ www.kikkoman-usa.com – This site features Asian recipes like Asian Slaw, Barbecue Pork Tortillas, Bon Bon Chicken Salad, Celebration Beef & Shrimp Stir-Fry. They also offer a free e-newsletter.
- ➔ www.simplotfoods.com – This site offers items that can be used in catering, casual dining and in quick service operations. Make sure your printer has paper because I'm sure you'll find several recipes you'll want to try.

Jump Start Your Popcorn Sales

Offer shake on flavorings for your popcorn. Several companies manufacture this type of seasoning. There is a wide variety of flavors available like sour cream & chive, pizza, bacon & cheese, cheddar cheese, nacho cheese, barbecue, ranch, Cajun, white cheddar cheese (one of my personal favorites), and parmesan garlic. For those who are really adventuresome there is even chocolate marshmallow and apple cinnamon. One company to contact for more information about the flavorings is the Snappy Popcorn Company at 712-673-2347 or visit their web site at www.snappypopcorn.com. Anyway you “shake it” the taste buds will be happy.



Tidbits

- Percentage of people who choose a familiar restaurant over going to a new operation – 84%.
- The number of peanut butter & jelly sandwiches an average American consumes before graduating from high school – 1,500.
- The annual U.S. per-capita consumption of apples (fresh, sauce and juice) has gone down to 43 lbs. from a 49 lbs. high in 1994.
- Americans annual consumption of peanuts and peanut butter is 6 lbs. (I just wonder how much is that is from the little airline peanut snack packages.)
- Pizza -
 - Pizza is on 38% of full-service restaurant menu
 - Pizza is in 26% of quick-service operations
 - Pizza is the 7th common menu item
 - 36% of all pizzas are pepperoni pizzas

Say Chēz – A Hot Trend

In 2003 a sandwich study was conducted with retail in-store deli operations to see what the top five selling cheeses for sandwiches were. Swiss, American, Cheddar, Provolone and Muenster were identified as the top five ranking cheeses. Besides the top five, the study urged adding other types of cheese to differentiate your operation from others like Gouda and Baby Swiss.

To find out more about different kinds of cheese, log onto www.ilovecheese.com. The web site features a cheese guide along with highlighting a cheese of the month. The guide lists the cheese along with a “stats” section on appearance, taste, and melting capability. It also gives a list of suggested beverages (wine and fruit juices), fruits, crackers and breads to be served with that particular cheese. Recipes and an informational snippet about the featured cheese are also included. Additional recipe section tab, snack quiz and other items make this an informative and fun web site to visit.



Its true cheese isn't just for sandwiches and snacks with fruit & crackers. Many high-end restaurants are now offering a cheese course between dinner and dessert and customers are choosing the cheese course instead of dessert. For those on a low-carb diet, the cheese course fits right in. They can have their cheese (Bleu, Edam, Gouda, Port Salut, and Brie) and a small amount of fruit and be very satisfied. Typically the cheese course will offer a sampling of three kinds of cheese along with fresh fruit, nuts and crackers or breads. The cheeses normally provide a sample of soft, medium and firm cheeses, with mild to strong flavor profiles.

What additional cheese will you be offering your guest in the near future?



Trivia Answer:

Answer: 15 meals

(Source: *R&I Feb. 15, 2004 – NPD Group*)

Pre-Shift Meetings- 3 Simple Steps in Communication with Your Staff



One Meeting & One Topic – Focus your meeting on one subject. It will be easier for your staff to remember and to work on that item for the shift. If you desire quick friendly greeting to the customer at the table, then that is what they will concentrate on for the shift. You can tackle another item the next day.



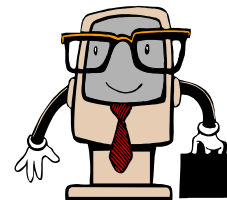
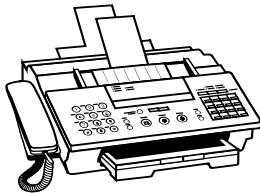
Simply Short – Keep the meeting to no more than 5 minutes. You lose the attention span of the staff. (Their thinking about all the other things they have to do before their first customer.) You're the quarterback and are calling the play in the huddle, the break from the huddle is for the staff to go & execute the play for the day.



Two-Way Communication – The 20/80 rule works here. The manager should communicate in 20% of the time and the 80% for reviewing concerns of the staff from a previous shift and a quick review of the days' topic.

What do you do if someone is late to work? - Plan a quick 60-second meeting with them personally of what went on and get them in the service game.

Contact Corner



Seeking assistance for your food & beverage operation or just want to say hi to the folks listed, give us a call at 901-874-6639, DSN 882-6639, fax 901-874-6838 or email us.

Food, Beverage & Entertainment Section

Head, Food, Beverage & Entertainment Section – John Doelling –

John.Doelling@persnet.navy.mil

Branded Concepts – Marlin Ruhl – Marlin.Ruhl@persnet.navy.mil

Executive Chef – Carol Day – Carol.Day@persnet.navy.mil

Food & Beverage Manager – Mike Miller – Mike.Miller@persnet.navy.mil

Commodity Outlook

Here is an update on the commodity market at this time.

Beef: Exports are down due to the December BSE discovery.

- ♦ **Ground Beef** – Prices are 8% over 2003
- ♦ **Beef Ribeye (choice)** – Prices 9% over 2003
- ♦ **Beef Strip Loins (choice)** – Prices are 20% over 2003
- ♦ **Beef Tenderloins (choice)** – Increase of 4% over 2003

Chicken: Ban on poultry products to Mexico, E.U. and South Korea due to avian H5N2 bird flu. Russia has also placed an embargo on chicken products from Texas due to the bird flu. Approximately 25% of the US export chicken market has been lost due to the embargos.

- ♦ **Wings (medium)** – Prices are 70% over 2003
- ♦ **Wings (jumbo cut)** – Prices are 63% over 2003
- ♦ **Boneless Skinless Breasts** – Prices are 24% higher than in 2003

Pork: Production is trending higher than in 2003.

- ♦ **Baby Backribs (1.75 lb. & up)** – Prices are 34.6% higher than in 2003
- ♦ **Pork Tenderloins (1.25 lb.)** – Prices are 74% higher than in 2003

Seafood: Projected tariffs on U.S. shrimp imports will soon take place. Market may become erratic later in the spring & early summer.

Oils: Soybean prices are inching up due to weather stressed crops in South America and decreased soybean and soy oil stocks.

Dairy: Forecast for dairy is a limited supply due to farmers reducing cow inventory and cheese prices going up by holding back on the inventory.

Tomato Products: Inventories remain limited but steady. Inflated tomato prices are to remain through the spring.

Green Beans: Inventories are extremely limited and prices of frozen beans may increase shortly.

Fresh Produce: Cool and wet weather conditions have been affecting the lettuce, tomato, avocado and asparagus crops.



Military Service Steins

There are a lot of different military beer steins available on the market today. The designs on the steins cover the gamut from WWII till present day. For example, Anheuser-Busch is saluting the United States armed forces with a new series featuring the five branches of service. These handsome steins feature a pewter lid that showcases the American flag and stein background is of the American flag in deep relief accented by antique glaze.

Any of the military steins would make a nice MWR event prize or could proudly be displayed behind your bar as part of an ongoing collection. If you would like ordering information about the pictured item contact Carol for details.



Conferences & Seminars

Maine Restaurant & Lodging Expo 2004

Apr. 7, 2004
Cumberland County Civic Center,
Portland, ME
POC: Alice Wilkins
207-623-2178
Alice@mainerestaurant.com

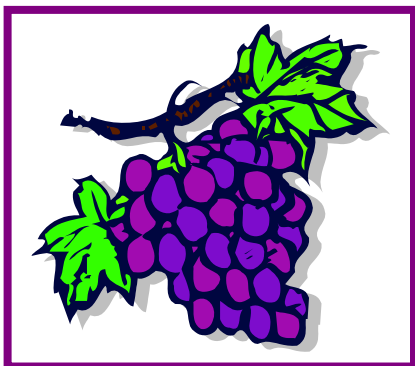
Northwest Foodservice Show

Apr. 18-20, 2004
Tacoma Dome
Tacoma, WA
POC: Carole Gibbs
800-645-7350 / 502-582-9482
Info@foodshownw.com



Monterey Wine Festival

Apr. 29 – May 1, 2004
Monterey, CA
POC: National Restaurant Association
Educational Foundation



85th Annual National Restaurant Association Restaurant, Hotel-Motel Show

May 22-25, 2004
McCormick Place
Chicago, IL
POC: National Restaurant Association
312-853-2525
www.restaurant.org/show

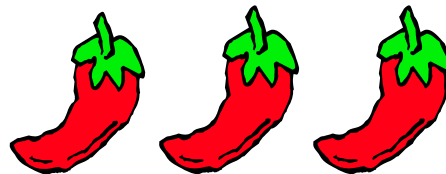
National Association of Concessionaires (NAC) Annual Convention and Trade Show

June 14-17
Millennium Hotel
St. Louis, MO
312-236-3558
www.naonline.org



Southwest Foodservice Expo

June 27 – 29, 2004
George R. Brown Convention Center
Houston, TX
POC: Mel Forehand
800-395-2872 / 512-457-4100
www.swfoodexpo.com
Expoinfo@tramail.org

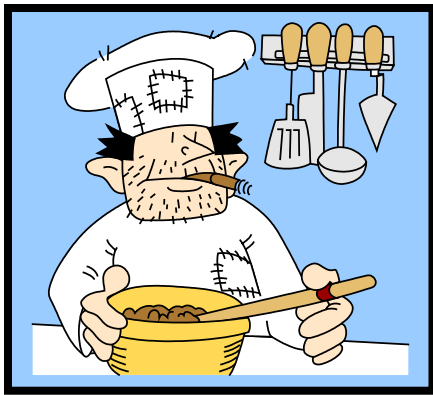


Hawaii Lodging, Hospitality & Foodservice Expo

July 14-15
Blaisdell Center
Honolulu, HI
POC: Douglas Trade Shows
800-525-5275
www.douglastradeshows.com

ACF National Convention

July 16-20
Orlando World Center Marriott
Orlando, FL
POC: ACF National Office
800-624-9458
www.acfchefs.org



National Association of Catering Executives – Educational Conference

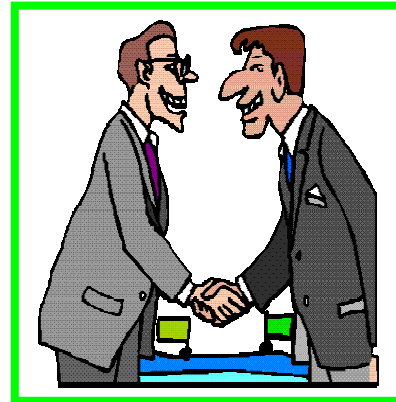
July 18-21, 2004
Sheraton San Diego Hotel and Marina
- San Diego, California
619-291-2900
For information: www.nace.net/

Louisiana Foodservice Expo

July 31- Aug 2
Ernest N. Morial Convention Center
New Orleans, LA
POC: Sandy riddle
504-454-2277
www.lra.org

MWR Expo 2004

Aug. 25-26, 2004
Denver, CO
POC: Sari Jill Schneider at IMCEA
Email: Sarischneider@imcea.com

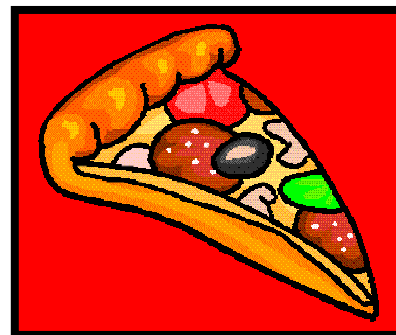


Western Foodservice & Hospitality EXPO

Aug. 28-30, 2004
Los Angeles Convention Center
Los Angeles, CA
POC: Reed Exhibitions
203-840-5314
www.westernfoodexpola.com

Chicago Pizza Expo

Aug. 31 – Sep. 1
Navy Pier
Chicago, IL
POC: Pizza Today
www.pizzaexpo.com



**Tennessee Hospitality
Alliance Exposition**

Sep. 8-9, 2004
Gaylord Opryland Resort &
Convention Center
Nashville, TN
POC: Sandi Goad
615-771-7056
www.thetra.com

**Florida International
Restaurant and Hotel
Expo**

Sep. 10-12
Orange County Convention Center
Orlando, FL
POC: Jay Driscoll
203-840-5443
www.fraexpo.com

**Mid-Atlantic Food,
Beverage & Lodging Expo**

Oct. 20-21, 2004
Maryland State Fairgrounds
Timonium, MD
POC: Kitty Whittington
410-290-6800 / 800-874-1313
www.midatlanticexpo.com



Beer Keg Moving & Stacking Made Easy

Dear Bartender, Bar Back, Bar Manager and Receiver,

Wouldn't it be great if someone invented a better way to move keg beer or even be able to stack kegs easier in the refrigerator? Well, someone has. They have specifically designed a dolly to move beer kegs so, moving kegs has just gotten easier. Wheels, are just greatest thing man has ever invented and now we can move kegs easier on them!

For stacking keg ease, a series stacker lets you stack a keg on top of another and still be able to tap your beer head connector for dispensing. You can even tap up to three kegs in a series if you so desire, depending on your refrigerator space & set-up.

For stacking ½ and ¼ barrels, the storage spacer makes moving the kegs from the delivery truck into the cooler safer and for storing within.

If your interested in obtaining information about these back and storage saving items, contact my good buddy Mike at 901-874-6652 or via email at Mike.Miller@persnet.navy.mil.

To your health,
Signed -Your Healthy Back

Fair Winds & Following Seas

Barbara Montoya

Barbara Montoya, Navy Region Southwest (NRSW) Dining Services Program Manager, retired 24 March 2004 with 32 years of Navy Exchange and MWR service.

A reception was held at San Diego MWR's Mariners Club to honor her many achievements. Barbara was presented with a Superior Civilian Service Award by Captain Nancy Avila, NRSW ACOS. The guest list reflected the many people who had been recipient's of Ms. Montoya's knowledge, mentoring, understanding, and support over the years. CO's, Program Managers, Site Managers, staff and friends who were present at the reception acknowledged her dedication to the Sailors. The Food & Beverage Team said their good-byes by presenting her with her own plant (an inside joke as Ms.



Montoya, while visiting Catering locations, would always move the plants around to her satisfaction). Her son, Dean, prepared a Power Point presentation in the Skunk Work format. Dean did an outstanding job, as the group was hysterical with laughter. Barbara had always put a smile on the faces of everyone who crossed her path, and how appropriate to send her off with tears of laughter.

Many thanks to Amy Daffara for the article and picture of Barbara with her husband Sol.



Time to Toot Your Own Horn!

Would you like to see an article about your club, program or special event that you've hosted? We'll it's time for you to "toot your own horn" and send in an article along with digital photos to be featured in our next "Spotlight On..." segment of Chef's Corner. Send your article to Carol.Day@persnet.navy.mil.

We've had some great articles from Key West, Bangor, Washington Navy Yard and now Pensacola. You can be apart of this group by sending in your articles. We're looking forward to hearing some mighty fine tooting going on.

Newsflash!

Nap's Southern Grill Opens at NAS Lemoore

NAS Lemoore was the latest base to open a Nap's Southern Grill restaurant featuring Alabama-style barbecue in the Village Community Complex. On Friday March 5, 2004 during the ribbon cutting ceremony Commanding Officer Capt.

Robert Rutherford remarked "you have to travel further than the curvature of the earth in any direction from Lemoore to find a sit-down eating establishment of this caliber". The restaurant opened to rave reviews from the patrons. With sales of \$55K during the first fourteen days, it looks like Ms. Catie Washington (Nap's restaurant manager) and her crew will be busy.

Mr. Mike Pittam (NAS Lemoore QOL Director) was a key person in the early stages in determining the foodservice needs of the customers at NAS Lemoore. With the help of the NRSW MWR construction team headed by Mr. Eddie Liehr the Nap's project came to life. Over \$100K was saved in construction costs from doing this project in-house.



The Nap's menu features a wide selection from Nap's Nachos to Alabama-Style Pulled Pork, St. Louis-Style Ribs, a variety of ½ pound burgers to include the famous "Lemoore" burger, Bayou BBQ Wrap, Chicken Club Sandwich, 'Bama Baked Beans, Nap's Pizza, Crispy Chicken Salad, and even a PB&J for the kids. For families & those who would rather have take-out, Nap's offers up a special package deal called the "Wing Dang Doodle!" This unique package includes: rack of St. Louis-style ribs, four grilled chicken breasts, half-pound of beef or pork, choice of 2

family-style sides, four corn bread muffins and your choice of four slices of pie.

Nap's is one of the concepts Orion Food Systems offers along with Hot Stuff Pizza, Mean Gene's Burgers, Smash Hit Subs, Eddie Peppers, Asian Creations and Cinnamon St. Bakery. If you're interested in having one of these concepts at your base, contact Marlin or John at 901-874-6639.



U.S. CUSTOMS IMPORT/EXPORT
REQUIREMENT FOR OUTBOUND/INBOUND
CARGO 8 MAR 04...

Effective immediately, in accordance with the Trade Act 2002 US Customs and Border Protection (CBP) requires a detailed description of all cargo exiting or entering the United States. This itemized list applies to contents being shipped (vessel & aircraft) regardless even if all the items aboard are DoD materials. All vessels and aircraft still need to be cleared through customs, no exceptions for DoD exclusive cargo contents.

What does this mean to MWR? If you participate in the Joint Service Prime Vendor Program (JSPVP), these foodservice distributors are already doing the additional necessary paperwork (Vet certificates and commercial invoice) for the customs / vessel clearance manifests. MWR is ultimately responsible for the distributor's compliance to provide the documentation prior to the scheduled sail date. If required by the host country, MWR will need to supply a cover letter to the US Embassy / Consul General in the host country regarding the shipment with container numbers along with its utilization. In most cases a completed and itemized 'DD Form 1384' will fulfill the requirement for customs / vessel clearance manifests. SDDC (Military Surface Deployment and Distribution Command) has sample forms available upon request).

With regards to other items that MWR purchases like tables, chairs, carpet, bingo supplies, bowling balls, assorted recreational equipment. They need to be itemized individually – number of tables, chairs, bowling balls etc. They cannot be lumped together as just furniture or as recreation equipment. If appliances are being shipped, they may use a specific 6-digit Harmonized Tariff Schedule (HTSUS) in lieu of a text description. The 2004 HTSUS listing is available at http://hotdocs.usitc.gov/tariff_chapters_current/toc.html. MWR will have to communicate with the vendors this additional requirement.

For destinations in CENTCOM / STANS (All Southwest Asia) there are additional requirements for shipping and customs documentation. As a minimum, the cover letter to the U.S. Consulate General, a commercial invoice and commercial packing list is required (SDDC has sample forms available upon request).

For questions concerning these shipping requirements contact SDDC POCs:

Mike Haney 757-878-8348 DSN 826-XXXX.

haneym@sddc.army.mil

Angela Wolfe 757-878-8043 DSN 826-XXXX.

wolfeA@sddc.army.mil

Ria Blackwell 757-878-8265 DSN 826-XXXX.

balckwellr@sddc.army.mil

MTFE DOCUMENTATION MAIL BOX

MTFEDocumentation@mtmc.army.mil

All of these additional requirements are being taken very seriously by our government and foreign host nations. Cargo without all the necessary paperwork can be returned, detained or destroyed and all associated charges levied against the shippers (MWR) account.

“We’ve Got Your Seat Reserved” – Hot Sports Theme Promotions

With spring here and summer approaching, some sports are winding down and others are gearing up. This year we even have the XXVIII Summer Olympic Games in Athens, Greece to look forward to. With all the different sports happening you have a lot of opportunities to promote your MWR facilities – the club, gym, golf course, tennis, swimming, and outdoor recreation. Some promotions can be targeted to the youth & teens and towards the family.

The professional folks finishing up their season are the NBA and the NHL players. The National Basketball Association finishes its season with playoffs and the final championship games in June. The National Hockey League season culminates with the Stanley Cup playoffs & final games in the May/June timeframe.

The folks starting out of the gate in the early spring are NASCAR drivers; they started in Feb. with the Daytona 500. NASCAR continues their season until mid-November where they finish their last race at Homestead-Miami Speedway. The golfers are out on the links as well and will play throughout the summer & fall seasons till December. Lest we not forget Abner Doubleday's favorite game of baseball that start their season on April 5th to the sound of “Play Ball”.



For the folks who watch cannot get enough round-ball, we have the Women's National Basketball Association starting in May through September. Tennis followers will be watching from spring to fall to catch matches. All eyes will be focused August 13-29 on Athens watching the summer Olympics. There are twenty-eight sports that athletes will be competing for medals. Aquatics, basketball, gymnastics, hockey, sailing, triathlon, and wrestling are just a few of the sports that will see competition.

With all these different types of sporting events taking place this summer, many of which are televised, you have ample opportunity to create special events or contests. Partner with the rest of the MWR team to come up with some exciting games & events that can promote all that MWR has to offer. Imagine what can be done when many hands come together to make events happen.

Here are some of the professional sports web sites you might find helpful in getting additional information-

www.nba.com
www.nhl.com
www.nascar.com

www.pga.com
www.mlb.com
www.wnba.com



Promotional Calendar of Events

Part of a successful promotion is working as a team and getting the word out. There are several promotions during the next couple of months that you can partner with other base services to make the event happen. Base medical and security are two such groups. It can be a win-win-win for everyone involved – the customer coming to the event and being informed and having fun, the support group (i.e. Base medical) is getting the important message out about the health-related issues and MWR for coordination, location and adding the fun to the event (food, beverage and games). Here are a few ideas for you to host on your own or partner with a base support group.

Easter Holiday Trinkets

Easter bags, plastic eggs filled with candies, carrot shaped bags filled with jelly beans, cellophane Easter print bags, plastic Easter finger puppets, Easter pencils, bunny bookmarks, decorated & colored wooden eggs (these are great for spoon races).

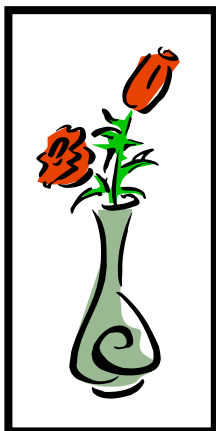


April 5 – “Play Ball” MLB Opening Day

Baseball spring training camps are almost at the end of their schedule. Around the country the sound of “Play Ball!” will start along with the cracking of bats connecting with 85mph + baseballs. Major league games start Monday April 5th around the country. Are you ready to support your customers desire to watch baseball? This is a good time to get together with ITT to develop some promotions around trips & tickets to local/regional major league games. There aren't many folks who wouldn't like to go to a game, see a good game, enjoy some fresh air, people watch, grab a hot dog or nachos with a cold beverage. No matter the reason for going, it's always a treat to get away from the normal routine and enjoy a break.

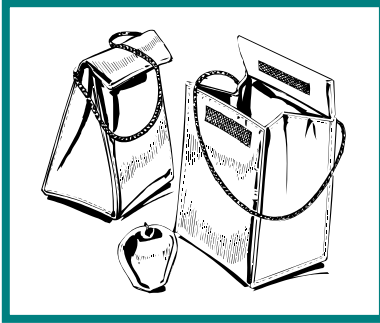
Cinco de Mayo – May 5th

- Use brightly colored fabrics (hot pink, purple, orange, yellow, green, red, turquoise) for your tables
- Easy decorations can be done with colorful piñatas, vines, potted flowering plants
- Pina' coladas, sangria, Mexican brands of beer, tacos, enchiladas, tostados, chimichangas, fajitas, empanadas, churros
- CD's of Mexican music playing in the background



Mother's Day Trinkets – May 9th

Single flower, balloons, create your own mom's photo magnet, bottles of bubbles, memo pad with pen, canvas tote bag, special mug with candies or assorted teas.



Brown Bag It Day – May 24th

- Package your specials so they can be delivered in a brown bag.
- Use traditional brown lunch bags
- Add notes of wisdom/fortune cookie.
- Add age appropriate surprise (toy or trinket) – pens, pencils, highlighters, letter openers, stress balls, discount coupons for return visit or another MWR program, movie tickets.

Patriotic Trinkets (good for Memorial Day and July 4th)

Patriotic pinwheels, terra cotta flowerpot candles, flag wrapped buttermints, key chains, pins, gliders, yo-yo's, stings of flag lights, Stars & Stripes paper hand fan, Skimmer hats with red/white/blue band, red/white/blue beads, red/white/blue armband and confetti for the tables.

Father's Day – June 20th

Great time to throw an old-fashioned barbecue with hamburgers & hot dogs, potato salad, cole slaw, corn on the cob, brownies & watermelon.

Giveaway ideas for the dads - aprons, basting brush with bbq sauce, can koozies, sleeve of golf balls, fishing lures & bobbers, free round of golf, free golf lesson, bucket of balls at the driving range and a free game of bowling, key chains, sports note pad with pen.



July 4th is Just Around the Corner

Need to start to think about 4th of July events. The 4th this year falls on a Sunday with the federal holiday on Monday. Offering red, white & blue gelatin salads, fruit salads and desserts are a colorful addition to your barbecue and picnic festivities. Rainbow necklaces are always a popular item for the kids to wear.

Summer Vacation Party

Host a theme party to celebrate taking a summer vacation or wish I was on vacation. Use a wall map of the United States with flagged push pins of the foods featured from that state or region along with some of the state vacation destinations. Here are just some suggested menu items: Maine Lobster Roll or Lobster Bisque, Maryland Blue Crabs or Crab Cakes, Georgia Peach Pie or Cobbler with Coca Cola (HQ. in Atlanta), Louisiana with Gumbo and beignets, Texas Bbq Beef Brisket & Chili, Iowa featuring pork chops, Wisconsin with cheese and brats, Tennessee featuring Memphis bbq & Graceland of course, Washington with salmon, king crab and apples. Some thoughts on props and serving utensils for this party are kids beach toys, pails, shovels, towels, sunscreen, sun glasses, camping gear, disposable cameras, t-shirts, postcards, road maps or road atlas, assorted tacky roadside souvenirs.

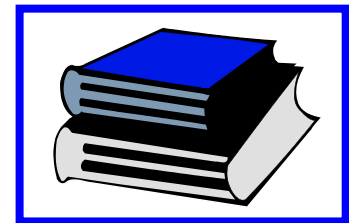


Keep America Beautiful Month
 National Car Care Month (Partner with MWR Auto Hobby Shop)
 National Garden Month (Terrific opportunity to partner with a local horticultural group for a tour or guest speaker on local flora.)
 National Grilled Cheese Sandwich Month – www.ilovecheese.com
 National Home Improvement Month

National Humor Month (Host a comedian at the club.)
 National Kite Month (Partner with Youth & Teen Center – maybe have a kite designer come in to talk about kite making.)
 International Customer Loyalty – www.hyken.com
 National Humor Month – www.larrywilde.com
 National Pet First Aid Awareness Month – www.pettech.net
 National Soft Pretzel Month – www.jjsnack.com
 National Smile Month (Good time to use those smiley face stickers!)
 Physical Wellness Month (Partner with Medical & Gym)
 Stress Awareness Month (Partner with Medical & Gym)

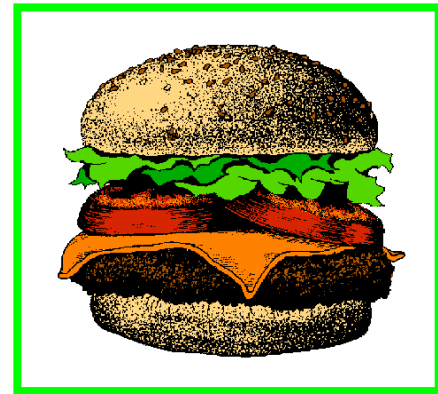


1st Week April – Testicular Cancer Awareness Week
 2nd Week April – Egg Salad Week (12-18)
 3rd Week April – National Credit Education Week (19-24)
 National Library Week
 National TV Turnoff Week (19-25)
 National Volunteer Week (18-24)
 4th Week April – Administrative Professionals Week
 Reading is Fun Week



Apr 1: April Foods Day / National Sourdough Bread Day
 Apr 2: National Peanut Butter & Jelly Day
 Apr 4: Daylight Savings Time Change – Time to check your smoke detector batteries / Palm Sunday
 Apr 5: Opening Day of Major League Baseball – Work with ITT about tickets for local games
 Apr 6: National Caramel Popcorn Day / Twinkie's Debuted 1930
 Apr 8: International Feng Shui Awareness Day
 Apr 11: Easter / World's Largest Trivia Contest
 Apr 13: National Peach Cobbler Day
 Apr 14: National Pecan Day
 Apr 15: US Taxes are Due / McDonald's Restaurant 1st Opened 1955
 Apr 16: National Stress Awareness Day
 Apr 20: Easter
 Apr 21: Administrative Professionals Day
 Apr 22: Earth Day / National Jelly Bean Day
 Apr 23: First Movie Theater Opens – Anniversary 1896 / National Cherry Cheesecake Day
 Apr 24: Take Your Daughter to Work Day
 Apr 26: National Pretzel Day
 Apr 28: National Blueberry Pie Day / Santa Fe Trail Day
 Apr 29: National Shrimp Scampi Day
 Apr 30: National Arbor Day / National Oatmeal Cookie Day

Eat Dessert First Month
 Family Support Month
 Family Wellness Month
 Get Caught Reading Month – www.getcaughtreading.org
 Good Car Keeping Month
 Healthy Vision Month
 Melanoma/Skin Cancer Detection & Prevention Month
 Memphis in May International Festival – Country featured this year is South Africa – www.memphisinmay.org
 Motorcycle Safety Month – www.v-twinvalves.com
 National Allergy / Asthma Month
 National Asparagus Month
 National Barbecue Month – www.bbqind.org
 National Egg Month – www.aeb.org
 National Garage Sale Month
 National Hamburger Month – www.whitecastle.com
 National High Blood Pressure Month
 National Mental Health Month
 National Photo Month
 National Physical Fitness & Sports Month – www.fitness.gov
 National Salsa Month – www.pacefoods.com
 National Sight-Saving Month
 National Stroke Awareness Month – www.stroke.org
 National Strawberry Month – www.urbanext.uiuc.edu/strawberries/index.html



1st Week May:

Bread Pudding Recipe Exchange
 Childcare Awareness Week
 National Family Week
 National Muffin Week (3-7)
 National Organizing Week
 National Pet Week (2-8)
 National Postcard Week
 National Volunteer Week
 National Photo Week
 Update Your Reference Week (3-9)

2nd Week May:

Deaf Awareness Week
 Golf Week
 National Police Week (9-15)
 National Tourism Week (8-16)

3rd Week May:

Buckle Up America Week – www.nhtsa.dot.gov
 Fleet Week New York 2004 – www.fleetweek.navy.mil
 International Pickle Week
 National Bike Week
 National Etiquette Week
 National Running & Fitness Week

4th Week May:

American Beer Week
 National Backyard Games Week – www.patchproducts.com
 National Frozen Yogurt Week
 National Safe Boating Week (22-28)
 May 1: Kentucky Derby – 130th running www.kentuckyderby.com
 National Scrapbook Day
 Plant a Flower Day

May 5: Cinco de Mayo

National Hoagie Day

May 7: Kodak Cameras 1st for Sale

May 8: National Babysitters Day

National Coconut Cream Pie Day

May 9: Mother's Day

Dagwood's Birthday

Military Spouses Day- www.mfrc.calib.com/celebrating_families/spouse.htm

May 10: National Shrimp Day

May 12: Limerick Day

Kite Day

National Nutty Fudge Day

May 13: National Apple Pie Day

May 15: Armed Forces Day

National Chocolate Chip Day

May 17: National Cherry Cobbler Day

May 18: National Herb Day

Send an Electronic Greeting Card Day

May 19: Fleet Week New York 2004 (19-26) –
www.fleetweek.navy.mil

May 21: National Employee Health & Fitness Day

National Waitstaff Day

National Strawberries & Cream Day

May 22: National Vanilla Pudding Day

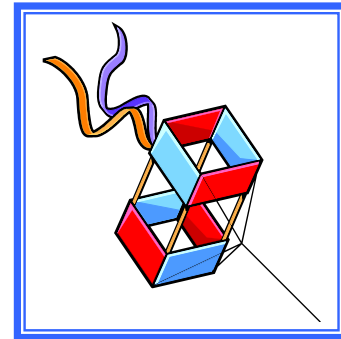
May 24: Brown Bag-It Day – Package your daily specials so they can be delivered in a brown bag.

May 25: "Star Wars" released (1977)

May 28: National Hamburger Day

May 30: Indianapolis 500-Mile Race

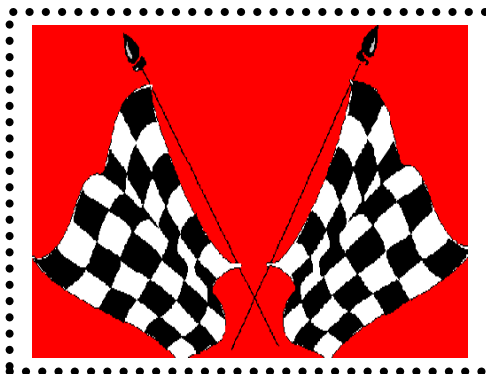
May 31: Memorial Day – Federal Holiday



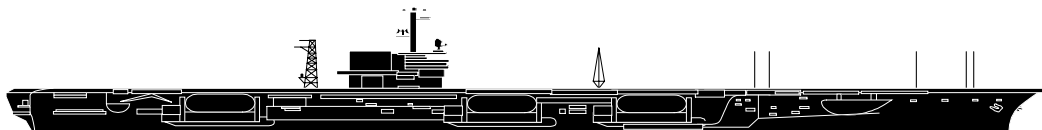
May 12th



National
Strawberry
Month

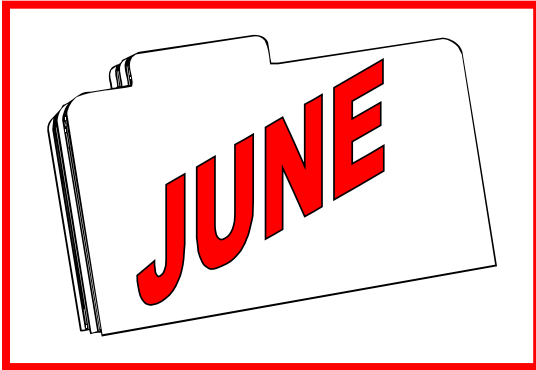


May 30th



USS John F. Kennedy

May 19 – Fleet Week NY 2004



Cancer Awareness Month
 June is Dairy Month
 June is turkey Lovers' Month
 National Candy Month
 National Fresh Fruit & Vegetable Month
 National Iced Tea Month
 National Safety Month
 Recycling Month
 Seafood Month
 Zoo & Aquarium Month

1st Week of June:

National Boat Safety Week National Fishing Week

2nd Week of June:

National Little League Baseball Week
 National Men's Health Week

3rd Week of June:

National Flag Week (13-19)
 National Tennis Week

4th Week of June:

National Camping Week



June 1: Doughnut Day
 Oscar the Grouch's Birthday
 June 2: National Spelling Bee Finals (2-3)
 June 4: Cheese Day
 Donut Day
 National Frozen Yogurt Day
 June 6: First Drive in Movie Theater
 Opens Anniversary (1933)
 National Applesauce Cake Day
 National Cancer Survivors Day
 June 7: National Chocolate Ice Cream Day
 VCR Introduced – Anniversary
 1975
 June 8: California Free-Fishing Day in
 Public Waters
 National Jelly-Filled Doughnut
 Day
 June 9: Donald Duck's Birthday (1934)
 June 10: Ballpoint Pen Patented (1943)
 June 11: King Kamehameha I Day
 National German Chocolate Cake
 Day

Take a Kid Fishing Weekend (11-
 13)
 June 12: Magic Day
 National Peanut Butter Cookie
 Day
 June 13: National Lobster Day
 June 14: National Flag Day
 National Strawberry Shortcake
 Day
 June 15: Fly a Kite Day
 June 16: Fudge Day
 June 17: National Apple Streudel Day
 US Open Golf Championship (17-
 20)
 June 18: International Picnic Day
 June 20: Father's Day
 National Vanilla Milkshake Day
 June 21: 1st Day of Summer
 June 22: National Chocolate Éclair Day
 June 26: Toothbrush Invented
 June 30: National Ice Cream Soda Day

Quick Service or Regular Menu Item Ideas

Pork Spiedis (pronounced “speed-eez”) is a type of grilled meat kabob sandwich. Marinated pork tenderloin kabobs, which are grilled and served on a slice of Italian bread, in a hoagie roll or in a flour tortilla. Finish with complementary sandwich fixin’s and condiments.

Go Hog Wild with Bbq Pork Potato Skins – Crisp hot potato skin boats filled with spicy bbq pork and topped with pepper jack cheese and green onion. Warm nacho cheese sauce can be substituted for the pepper jack cheese. Pair a couple of the skins up with some cole slaw or barbecue beans for a basket lunch special.

French Fries are a profitable item by themselves but with a little extra work you can create profitable appetizers as well. Simplot has developed 21 different recipes turning different cuts of potatoes into creative appetizers. You can go to www.simplotfoods.com recipe section, then click on “21 Ways to Turn Your Fries into Profitable Appetizers”. Recipes like Bombay Curry Fries, Steak Lovers’ Fries, Ball Park Fries and Alehouse Chips can be found here.

Consider using roasted vegetables on your pizza add flavor. The fire roasting process removes 20-30% of the water, which reduces amount of weeping on the pizza. Once again, go to www.simplotfoods.com to see some pizza recipes using their frozen fire roasted vegetables. Doesn’t a pizza made with rosemary roasted potatoes with goat cheese or blue cheese and bacon sound good? Or maybe roasted sweet potatoes with maple syrup along with ham & onions? Take a look & see what types of roasted vegetables you can be creative with too.

Southwest Pizza is made easy with the use of pre-seasoned chili-lime marinated skirt steak strips from Tyson. Along with the beef skirt steak, a smokey jalapeno bbq sauce, onions, green peppers, green chilies and Monterey jack cheese completes this tasty pizza.

